

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant DONALD N. MARTIN & COMPANY, INC. 630 Fifth Avenue, Suite 610 New York, New York 10111	2. Registration No. 1381
3. Name of foreign principal EAST ASIA TRAVEL ASSOCIATION	4. Principal address of foreign principal c/o Japan Natl. Tourist Organization 2-10-1 Yurakucho, Chiyoda-ku Tokyo, Japan

5. Indicate whether your foreign principal is one of the following type:

☐ Foreign government

☐ Foreign political party

☒ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☒ Association

☐ Other (specify) _____

☐ Individual—State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

To Promote travel to East Asia.

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b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐
- Directed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐
- Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐
- Financed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐
- Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

Members of the East Asia Travel Association are the national tourist boards of the following countries: Hong Kong; Taiwan, Republic of China; singapore; Philippines; Thailand; Japan; Korea; Macao.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A	Name and Title	Signature
9/17/85	Donald N. Martin, President	

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
DONALD N. MARTIN & COMPANY, INC.	EAST ASIA TRAVEL ASSOCIATION

Check Appropriate Boxes:

- ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

- Describe fully the nature and method of performance of the above indicated agreement or understanding.

This was a special project on behalf of the East Asia Travel Association. Donald N. Martin & Co., Inc. produced a 24-page free-standing insert carried in the New York Times April 21, 1985.


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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

See Item 4.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹
Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
9/17/85	Donald N. Martin, President	

¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing domestic or foreign policies of the United States or with reference to the political or public interests, policies, or actions of a government of a foreign country or a foreign political party.

**Donald N. Martin
& Company, Inc.**

630 FIFTH AVENUE • NEW YORK, N.Y. 10111 • 212-307-1200

December 18, 1984

Mr. Tetsuya Sato
Acting Secretary General
East Asia Travel Association
c/o Japan National Tourist Organization
2-10-1 Yurakucho, Chiyoda-ku
Tokyo, Japan

Dear Mr. Sato:

This letter of agreement summarizes the understanding between Donald N. Martin and Company, Inc. (the company) and the East Asia Travel Association (EATA) for the creation and production of a travel supplement to promote the touristic attractions of the East Asia Region represented by EATA member countries.

As Acting Secretary General of EATA, you have received our proposal dated May 10, 1984 and our detailed outline presented at EATA's December 4, 1984, meeting in London. Our agreement is based on those documents.

Due to the nature of the project, which is a first-time promotion or "pilot", there is need to maintain a certain reciprocal flexibility between EATA and the company. The basic obligations in regard to each party are listed below:

1. The company will produce a 24-page free-standing insert to be carried as a supplement with the metropolitan circulation (500,000) of The New York Times on Sunday, April 21, 1985.

Trim size of the insert is 10" wide by 12" deep; to be printed in four-color and black & white on quality paper stock.

The ratio of advertising/editorial is approximately 55-60% advertising vs. 45-40% editorial. For the 24-page supplement costs have been estimated on net revenues realized from the sale of a minimum 13 to maximum 14 1/4 pages of advertising.

2. EATA's "seed money" commitment to the company is \$60,000; the balance of the project is to be financed by the sale of advertising to organizations with a stake in promoting tourism to the area, e.g., destinations, and suppliers of products and services, such as air, land and sea carriers, tour operators, hoteliers, shops, restaurants, entertainments, car hire, sightseeing, etc.
3. The \$60,000 EATA "seed money" is to be applied to editorial coverage of the touristic attractions of the EATA countries in a balanced, unbiased manner. It is understood that the supplement will not carry political editorial.
4. The \$60,000 EATA "seed money" is payable in two equal parts: The first payment of \$30,000 to be billed on or about Friday, February 1, 1985, after the company gives EATA final confirmation of publication; the second payment of \$30,000 on Monday, April 22, 1985. Payments are due within fifteen days of receipt of the company's invoice.

- continued -

5. Although advertising by individual EATA member countries is not a requirement, it is nevertheless desirable and advantageous to the countries and will add impact to the publication. For this reason EATA member countries will receive a special discount entitling them to use a four-color page or junior page for the B&W cost of the same space. This privilege has been extended to national flag carriers of EATA countries and to their hotel and travel agent associations only. The discount cannot be applied to fractional space less than a junior (7" x 10") page. (Please see sizes and rates as presented in our telex of October 23, 1984, and in rate sheets presented at our meeting of December 4, 1984 in London.)
6. The sale of advertising participation is the responsibility of the company; however, the cooperation of EATA members in endorsing the project and making contact with potential advertisers is highly important and would help insure the success of the supplement.
7. Final approval of editorial content will be made by EATA via their New York liaison prior to typesetting deadline (mid February '85).
8. Should the sale of advertising make it possible to increase the number of pages up from the projected 24, the company is authorized to do so, without increasing the EATA \$60,000 "seed money" commitment.
9. Although this letter of agreement does not specifically cover all of the points agreed between us heretofore via telexes, mail, and telephone, the company fully intends to live up to all such commitments and in like manner expects to receive full cooperation from EATA and its members to insure the success of the supplement.
10. Upon completion, the project will be reviewed by EATA and the company with the objective of establishing an on-going relationship for future promotions of this nature, similar to the long-term association we have enjoyed with The European Travel Commission for the Invitation to Europe supplement, after which the EATA promotional supplement is patterned.

Respectfully submitted

Donald N. Martin

Donald N. Martin, President
Donald N. Martin and Company, Inc.

Accepted:

Tetsuya Sato

Tetsuya Sato, Acting Secretary General
East Asia Travel Association

cc: Mr. Y. Koshimura, Japan National Tourist Organization
Mr. M. Nagami, Japan National Tourist Organization